

HOW TO DO BUSINESS IN CHINA

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Charlie Dou

Bergey Windpower Co., USA
Xiangtan Bergey Windpower Ltd., China
Tel: USA (405) 364-4212
China: 1380 119 1407
Email: cdou@bergey.com

A. Doing Business in China -- Legal issues

- Market survey
- Policy survey
- Partners/competitors survey
- Process/legal survey

B. Doing Business in China -- Market survey

Great market potential vs. Uncertain picture

C. Doing Business in China – Modes

1. Modes

- Local distributor
- Licensing
- Joint venture
- Sole venture

2. Dilemma

Local distributor vs. Licensing Direct foreign investment

3. Select partner carefully

Partner (State-owned vs. Private),

Location (Close to market, resource, also incentive policies)

Top level administrators

(Technical qualification vs. Cultural or political talents and sensitivities)

D. Doing Business in China – Differences

- Different culture background
- Different social system
- Different economic system
- Independence vs. Group Spirit
Name: Charlie Dou vs. Dou Charlie
Message you can get from different resume writing
- Logic thinking vs. Imaginative thinking
Traditional medical science
Arts
Cuisine
Business
- Western: When a contract is signed, the deal is done.
China: When a contract is signed, the negotiation is just starting.
- Private vs. State-owned enterprises
Western private business owner: Takes responsibility for himself
Chinese state-owned business manager: Takes responsibility for government.
- Western manage style vs. Eastern style
“Please notice the conditions of China”